

# Credit Union News

BLUE CROSS BLUE SHIELD OF MAINE EMPLOYEES' FEDERAL CREDIT UNION

Winter 2010/2011

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The Board and staff of the Credit Union wish you and your family a very happy, healthy and prosperous New Year.

## **An Added Security Benefit –for your Visa Check Card- “Verified by Visa”**

. Verified by Visa is a service that lets you add a Personal Password to your existing Visa Card.

. A method for assuring secure internet transactions and building consumer confidence.

. Additional operating requirement for Issuers and Acquirers to establish a mechanism to provide proof of authentication to clarify dispute resolution processing requirements.

## **Benefits**

. Promotes consumer confidence by authenticating the cardholder during an online purchase.

. You get added safety and the reassurance that only you can use your visa card online.

. Potential to reduce the impact of fraud on internet transactions.

. Will not slow down current authorization process flow from merchant to issuer.

. Online shopping is quick and simple when you use your Verified by Visa registered Card.

**To register your Visa Check Card click the *Verified by Visa* link on our Website.**

## **Say “Credit” for your Credit Union**

Here are some benefits for choosing “credit” instead of “debit” when using your Visa Check Card.

1. Transactions are more secure as signatures are not stored or shared by many retailers.
2. There is no risk of a PIN security breach which often requires a new card.

3. Minimizes the Pre-Authorization Hold amount when used at a gas station or restaurant,
4. Signature transactions cost your credit union less. Lower costs mean we can provide more services to you.

Every time you use your Blue Cross Credit Union Visa Check Card remember to say “Credit” and sign.

## **Notice Regarding non-Visa PINLess Debit Card Transactions**

We allow non-Visa debit transaction processing. This means you may use your Visa® Check Card on a PIN-Debit Network\* (a non-Visa network) without using a PIN to authenticate your transactions.

The non-Visa debit network for which such transactions are allowed is NYCE®.

Examples of the types of actions that you maybe required to make to initiate a Visa transaction on your Visa Check Card include signing a receipt, providing a debit card number over the phone or via the Internet, or swiping the debit card through a point-of-sale terminal.

Examples of the types of actions you may be required to make to initiate a transaction on a PIN-Debit Network include initiating a payment directly with the biller (possibly via telephone, Internet, or kiosk locations), responding to a logo displayed at a payment site and choosing to direct payment through that network, and having your identity verified using known information derived from an existing relationship with you instead of through the use of a PIN.

Please be advised that the terms and conditions of your agreement with us relating to Visa debit transactions do not apply to non-Visa debit transactions. For example, the additional limits on liability (sometimes referred to as Visa’s zero-liability program) and the streamlined error resolution procedures offered on Visa debit card transactions are not applicable to transactions processed on a PIN-Debit Network.

If you have any questions about non-Visa debit transactions, please give us a call at 822-7483.

*\*Visa rules generally define PIN-Debit Network as a non-Visa debit network that typically authenticates transactions by use of a personal identification number (PIN) but that is not generally known for having a card program*

### **GREAT LOANS RATES**

#### **New Autos**

Up to 4 years      3.9%  
Up to 6 years      3.9%

**Used Autos**              3.9%

#### **Home Equity Loan Rates**

3 years              4.4%  
4 years              4.9%  
4-10 years        5.4%

**Home Equity LOC**    **3.25%**  
**Currently at Prime**

#### **Current Certificate Rates**

6 month            .50%  
12 month          .65%

### **CREDIT UNION SERVICES**

- Savings
- Clubs
- Checking
- Certificates of Deposit
- Money Market Accounts
- Visa Check Card (Debit)
- Teller Phone
- Loans Payroll Deduction
- Direct Deposit
- Home Banking
- Loan Calculators
- [www.bluecrosscu.com](http://www.bluecrosscu.com)

**CU ONLINE** is the simplest, most convenient way of keeping track of daily finances.

### **Credit Union Hours**

Gannett Drive: Monday thru Friday  
9:30am to 2:30pm  
Phone #822-8500  
Fax # 822-7603  
On-line [www.bluecrosscu.com](http://www.bluecrosscu.com)

### **The Credit Union Newsletter**

The Credit Union Newsletter is published twice a year as a service to it members.

### **Board of Directors**

Jacinthe Littlefield – President  
Christopher Snell – Vice President  
Todd Davis – Treasurer  
Lisa Perruzzi – Secretary  
Susan Charczenko  
David Dill  
Vinal Doody  
Joan Hanscom  
Mary Pinkham

### **Credit Committee**

Heidi Francoeur – Chairman  
James Pike – Secretary  
Douglas Wilson

### **Supervisory Committee**

Christopher Snell – Chair  
Mary Frances Gleason  
David Carrier

### **Staff**

Mary Pinkham – Manager  
Michelle Lauricella – Assist Manager  
Hildegard Hansen – Head Teller

### **Open House:**

**Gannett Drive** Conference Room 2B  
February 3, 2011 10:30am – 2:00pm

### **Annual Meeting:**

February 3, 2011 – 4:30 pm  
Conference Room 2B

**There are positions available on the Board of Directors and Credit Committee. If you would like to run for a Volunteer position please call Mary Pinkham at Ext. 7483.**

**Congratulations to our Christmas Club Prize Winner – Samantha Schroeder**